











The required clear space for the Co-Optima fuel drop is illustrated below. A clear space equal to or greater than 1/4 of the drop is required on all sides surrounding the logo, so it does not compete with other images, graphics, and text. Do not place any elements inside this clear space.



The program title can be used in combination with the Co-Optima logo or, it can stand alone as text. The program should be typeset in title case as demonstrated below in **Gotham** or **Calibri**. The program title can be typeset in green and grey or, all grey.





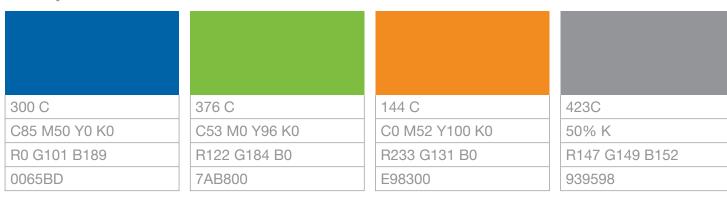








Co-Optima Colors



Accent Colors



Gradient Mixes

C85 M50 Y0 K0	C70 M15 Y0 K0	C53 M0 Y96 K0	C20 M0 Y100 K0	C0 M52 Y100 K0	C0 M19 Y100 K0
R0 G101 B189	R0 G161 B222	R122 G184 B0	R215 G223 B35	R233 G131 B0	R254 G203 B0
0065BD	00A1DE	7AB800	d7e923	E98300	FECB00

Typography is one of the most important elements of design. For the Co-Optima brand, two main font families—Gotham and Calibri—are used in communications to ensure consistency, clarity, and effectiveness. It is critical that these typefaces be maintained on all materials for optimum brand consistency.

Gotham

Primary Typeface

The primary typeface for the Optima brand is Gotham and should be used for headlines, sub-heads, captions, and call-outs.

Gotham Book abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Book Italic abcdefghijklmnopgrstuvwxyz 1234567890

Gotham Medium abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Medium Italic abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Bold abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Bold Italic abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Light abcdefghijklmnopqrstuvwxyz 1234567890

Calibri

Secondary Typeface

The primary typeface for the Optima brand is Calibri and should be body copy, captions and bullets. Calibri can be used as the Primary and Secondary font when Gotham is not available.

Calibri Regular abcdefghijklmnopqrstuvwxyz 1234567890

Calibri Italic abcdefqhijklmnopqrstuvwxyz 1234567890

Calibri Bold abcdefghijklmnopqrstuvwxyz 1234567890

Calibri Bold Italic abcdefghijklmnopqrstuvwxyz 1234567890

Calibri Light abcdefghijklmnopgrstuvwxyz 1234567890